



GOODERHAM & WORTS

NEIGHBOURHOOD ASSOCIATION (GWNA) INC.

Website: www.gwna.ca Twitter: @GWNAtoronto

Facebook: Gooderham & Worts Neighbourhood Association

GWNA MINUTES OF BOARD MEETING

Held via Video Conference Monday April 11, 2022 at 5:30 pm.

Attendees

Diana Belshaw (Chair)

Neil Betteridge

Mick Brighton

Alison Burns

Phylis Coles

Christopher Needles

Greg Papp

Catherine Schryer

Dena Taylor

Mark Wagner

Regrets

Sheila Iseman

1. Approval of Agenda:

Moved by Dena Taylor; seconded by Phylis Cole. Approved

2. Motion to approve the election of the executive at a meeting held on March 23, 2022:

Moved by Phylis Cole; seconded by Neil Betteridge. Approved. *President: Diana Belshaw; Vice-President: Neil Betteridge; Secretary: Catherine Schryer; Treasurer: Greg Papp*

3. Introductions:

Board members introduced themselves by providing brief summaries of their careers and interests.

4. History of GWNA:

Diana Belshaw provided a brief history of the organization.

5. SWOT ANALYSIS:

Strengths

- Knowledge

- Wealth of historic knowledge – history of being strong advocates for the community for decades

- Representation

- Representation from all buildings
- Representing clear geographic boundaries - physical integrity to our area
- Representing a desirable neighbourhood
- **Relationships**
 - Credibility with media and City
 - Strong relationships with City Councillors' offices
 - Past relationship with Distillery Management (varies dependent on mgt)
- **Resources**
 - City resources are available to this neighbourhood (vs marginalized neighbourhoods)
 - Updated web site and full set of social media channels
 - Good venues available for social events

Weaknesses

- **Representation**
 - Declining membership rates
 - Lacking diversity (racial, age, etc.)
 - Organization can seem insular
- **Internal Relations/Engagement**
 - Personal communications/ contact and membership drives difficult during pandemic years
 - Reduced number of external speakers has reduced engagement
 - Some residents hold grudge against the organization that is hard to overcome (80 Mill St)
- **External Relations/Engagement**
 - Profile of GWNA/ visibility
 - Difficulty to date establishing productive relationship with Distillery Management
 - Two separate Councillors offices makes some advocacy difficult

Opportunities

- **Internal Relations/Engagement**
 - Engage future residents of new buildings under development to diversify membership
 - Tap into investor unit owners or renters' concerns and interests for the Distillery area to broaden membership
 - Conduct needs assessment survey of broader community through property management distribution to better understand neighbourhood concerns and interests
- **External Relations/Engagement**
 - Coordinate property managers to have unified voice with Distillery (e.g. several buildings may have a concern with Distillery Security)
 - Collaborate with other FoSTRA RA's on content and resource development for community meetings
 - Connect with the new university that is coming in
 - Forge supportive connections with AHT and Re kai at Cherry Place
 - Align with artist groups or companies that have historic ties to Distillery or will occupy future nearby developments like FPS bring new perspective/dimension to programming

- Promote creation of a Master liaison group with the City, developers, GWNA, WDLC for coordinated holistic input and management of impact of development in the area
- Assess our scope/boundaries and liaison with other neighbourhood associations that represent the sphere of influence on our neighbourhood to amplify our voices (e.g. in relation to developments at Quayside, First Parliament, etc.)

Threats

- Political

- Loss of historic knowledge/relationship with existing City Councillors Joe Cressy (leaving politics) and Kristyn Wong Tam (MPP candidacy) and their staff members
- Use of MZO and eMZOs by the Ontario (Ford) government and their negative impact on the degree of voice and participation we have in the urban planning process

- Environmental

- Disappearing public space, including green space
- More issues with traffic as developments intensify
- Hotel/conference centre at the corner of Mill & Trinity could change the nature of the neighbourhood
- Risk of further loss of GWNA residents/members in face of another decade of heavier than ever before construction disruption

- Social

- Magnitude of information in the environment means that GWNA messaging/communications are getting lost
- Sheer amount of change in the neighbourhood makes it difficult as volunteers to stay on top of so many files
- Overwhelming learning curve deters people from getting involved
- COVID is making community building a huge challenge
- Risk of neighbourhood becoming an investment community vs current owner-occupied may mean a more transient community

6. Priorities and Short Term Goals:

- a. Diana Belshaw identified two key priorities: Clear communications and Membership growth.
- b. Discussion developed around how to engage owners and renters in the Distillery especially since the pandemic has reduced membership.
- c. The following suggestions emerged
 - i. Some type of needs assessment
 - ii. The need for a clearer expression of the mission of the GWNA
 - iii. A revisioning of the traditional meeting format.
- d. Under GWNA by-laws, Board meetings must be open to all. Traditionally, the meetings have consisted of a speaker followed by an open Board meeting. Many attendees have not understood this structure. The next board meeting being held on Monday, May 9 will begin with a brief open Board meeting (6:30 – 7:00 pm), followed by speaker(s) who will address issues such as development, security, and the Distillery. Ample time will be provided for audience engagement.

- e. The possibility of a needs assessment and the development of a clearer mission statement will be investigated.

7. Board responsibilities:

- a. Neil Betteridge agreed to take on the Chair of Development position
- b. Mark Wagner assumed responsibility for the GWNA website
- c. Chris Needles agreed to oversee GWNA Facebook page and other social media
- d. Phylis Cole will remain as Membership Co-ordinator.

8. **Motion to Adjourn** : moved by Chris Needles; seconded by Neil Betteridge. Approved.

9. **Next Meeting:** Monday May 9 – Open Board meeting 6:30PM; Community Meeting to discuss GWNA priorities and goals 7:00PM

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